



Promoting your product doesn't
have to cost a lot of money

Kris Staaf
Director of Public Affairs
Safeway

Advertising vs. Public Relations

- What's the difference between advertising and public relations?
- Advertising is paid media
 - Companies pay a fee to guarantee placement, time or space with a specific news outlet.
- Public Relations is earned media
 - Use internal communications staff to place a news story.
 - Companies pay a fee to a public relations agency or consultant to place a story.



Advertising

- Typically more expensive than PR
 - 30 second advertisement on KUSA-TV at 10pm cost \$10K plus cost to produce the ad (\$100K+)
- You draft the text or ad copy
 - you get to communicate something very specific.
- You place the advertisement
 - The time and location of the ad is predetermined at the time the advertisement is purchased.



Public Relations

- Pitching or "selling" a news story to a specific reporter
- News coverage is based on editorial content

- ☐ Where do reporters find their stories

- Wire services
- Sources
- Communications professionals



- ☐ Media has a lot of news to fill

- 300+ media outlets across Colorado
- TV reporters typically file 2-3 news stories per day
- Print reporters file one story per day
- Opportunity for you to place your product or story!

What to choose?

Advertising or Public Relations

- Launch

- ☐ Kick-off or launch a product with PR

- More bang for the buck - PR is more cost effective than advertising.
- Consumers typically pay more attention to editorial “news” coverage than to an advertisement.
- Reporter – third party endorsement.
 - If Kim Christensen at 9News says product “X” is the best health product for consumers to purchase people will buy the product.



Cost of PR



- \$0 if you have a marketing or communication staffer.
- Consultant: \$100 - \$200 per hour
- Agency: project fees, hourly fees or monthly retainers.
- ROI
 - Spend \$5K in consultant fees and place 12 news stories valued at \$300K
 - Weigh the cost of an advertisement vs. the cost of PR
 - Denver Post front page business story

Public Relations

How to get started....

- Determine what makes your product newsworthy.
- Ask yourself: Why should a reporter care about your product?
- PR requires a good news “hook”
 - Is it the best in its class.
 - Does it help support a health trend or have something unique or “cool” about it.
 - Is it the “first” of its kind.
 - Make it local. Why should a reporter in Denver or Grand Junction care about something that has no local tie in.
 - Get creative...think outside of the box.



Public Relations Tools

What will I need to “pitch my product”

Press kit – Key Items:

- News release (no more than 2 pages double spaced.)
- Fact sheet
- Pitch memo
- Media advisory

Additional Items:

- B-roll video (if your budget allows)
- Raw video footage of your product
- CD Photos
- Food deliveries to news rooms



Public Relations

How to talk to the media

- Story angle or hook has been developed
- Press kit and pitch memo drafted
- Ready to talk to the media
 - Get a good media list
 - Get correct contact information
 - Send out a pitch memo or news release to key reporters on the media list
 - Follow up with a phone call and be persistent
 - Practice pitch before you call and sell your product



Public Relations

Tips for talking to reporters



- Be flexible and be prepared
 - ❑ Reporters may want to jump immediately on the story.
 - Be ready to react quickly
 - If you can't accommodate the interview you might miss your opportunity
 - ❑ Reporters are rushed, busy & grumpy
 - Be persistent, never take a "NO" personally
 - If a reporter calls you they are always on deadline
Call them back quickly

Public Relations

Avoid pitfalls when talking to reporter

- Never call a reporter and pitch a product close to deadline unless you have breaking news.
- Don't leave long winded voice mail.
- Read the reporters column or watch the segment you hope to get your product placed in.
- TV reporters have planning meetings around 8:30am – 9:30am. That's when the coverage for the day is determined.
- Watch the calendar...make sure your launch date or event does not conflict with any big news announcement.
- Tuesdays, Wednesday, Thursday – best days for coverage.





PR 101

- ✓ Get a plan – why should the media do your story?
- ✓ Compile press kit material
- ✓ Create target media list
- ✓ Send pitch memo or media advisory
- ✓ Call reporter
- ✓ Conduct interview
- ✓ Story runs/airs
- ✓ What's it cost?
 - Time
 - Minor expenses for printing, photos & video



Brassica Tea Launches with Public Relations



Brassica Tea Marketing – 2005

Ongoing national magazine pitching



fitnes mind, body & spirit

THE HEALTHIEST TEAS

Fight cancer, protect your heart and ease insomnia with these 9 miracle brews. BY CYNTHIA SASS, R.D.

EAT SMART

NO WONDER TEA IS THE WORLD'S most popular beverage. It's medicine in a cup. Some experts say the protection it provides against chronic disease may rival that of fruits and vegetables. Even herbal teas—which don't necessarily contain any real tea leaves—can relieve anxiety, ease intestinal cramps and help you sleep better. Choosing the right brew is key. Here's what to look for:

BEST DISEASE FIGHTERS

Green and black teas are credited by drying, rolling and fermenting the leaves of the Camellia sinensis tea plant, which is rich in antioxidant compounds. These teas may be the key to Asia's lower rates of heart disease and cancer, according to population studies. New research from the University of Southern California has found that women who drink about a half cup of green tea daily cut their breast cancer risk by as much as 50 percent. Green teas can range in flavor from slightly herbaceous to grassy, while black teas, which are fermented longer than greens, are usually smokier and richer in flavor. There's also sometimes blended with citrus zests and spices for additional flavor. Chai tea is actually a blend of black tea and spices.

White tea is simply composed of dried tea leaves. Because it's so minimally processed, it's thought to be even more potent than green or black teas. Though research is still in the preliminary stages, its use in Oregon State University study, cancer-preventive mice that ingested white tea developed 23 percent fewer tumors than those given white tea.

While tea can be expensive at first, look for it in specialty or online at brassicatea.com. **Brassica tea** is a blend of that's been blended with a compound derived from the patented by researchers at Hopkins School of Medicine provides the same antioxidant as a three-water serving, but without the bitter taste. It is available at brassicatea.com.

STOMACH SOOTHERS

Peppermint tea can ease cramps and soothe the stomach by relaxing muscles, says Dr.

USA WEEKEND

DECEMBER 19-21, 2003

Join the tea party

Every cup has powerful chemicals to whack cancer and heart disease.

EatSmart

Super tea is fortified Hopkins University named Brassica. Each addition to its own antioxidant's powerful antioxidant cooked broccoli, but (taste). stores or for a free



O THE OPPORTUNITY MAGAZINE

Use It

• The Fitness Challenge game is motivation in a box, a diversion to help you and a friend raise your workout quota. Patterned after a board game, it hangs on a wall to remind you to exercise. You pick your own exercises and choose your own rewards, which could include a movie, a trip to a day spa, or any other prizes the game suggests.

• Fuse a new beat into your workout with the **Kukuwa Dance Workout** videos and DVDs, which combine Latin, African, and Caribbean music. Kukuwa Nuamah, a dancer and fitness instructor from Ghana, leads the routines: Find them at laced.net.

• Your iPod (or any MP3 player) turns into a personal trainer when you load it with **MP3 Gym** (mp3gym.com). For a one-time fee of \$20, you get two or three levels of workout intensity, more than 60 anaerobic exercises (from floor moves to bench exercises to free weights), eight preset routines, and printable gym manuals and illustrated routine sheets.

• Scientists at Johns Hopkins have created a tea spiked with the same cancer-preventing antioxidant present in broccoli, and its creators claim the extract they use is as effectively absorbed from the tea as it is from the little green florets. (They do point out that the tea shouldn't replace fresh produce.) **Brassica Teas** (\$5) are available in eight flavors and can be found at brassicatea.com and at natural-food stores across the country.

• Kimberly-Clark recently released an **antiviral Kleenex**. The tissues contain an extra layer with citric acid and sodium lauryl sulfate, designed to help kill cold and flu viruses.

Brassica tea is loaded with antioxidants.

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and

se weight?!

opens up

JANUARY 2005

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\$3.95 US/\$5.50

Denver Public Relations Results



Broccoli brew: tea for tumors?

By Karen Augé
Denver Post Medical Writer

A cup a day keeps the tumors away.

Well, they're not exactly promising that. But a couple of Johns Hopkins University researchers have brewed up a tea they say combines that beverage's natural disease-fighting properties with one found in broccoli. And they're offering it, for now, only in Colorado.

Brassica teas — black or green, flavored or not, with or without caffeine and the first tea to be fortified with sulforaphane harvested from broccoli — debuted in Wild Oats and Vitamin Cottage stores this week.

Brassica Protection Products brass swears that even though they've spiked their tea with a chemical from broccoli, there's no hint of George Bush The Elder's least-favorite vegetable in the beverage. A random and purely unci-

Sold only in Colo., cancer researchers' new beverage aims to boost health

entific sip test Wednesday confirmed that.

"This is a very exciting, scientifically rational combination of two foods, for which there is a lot of evidence that they provide health benefits for diseases," said Dr. Paul Talalay, a cancer researcher at Johns Hopkins and a Brassica principal.

Those diseases include Alzheimer's, heart disease and cancer.

Combining the beneficial elements of both tea and broccoli produces a disease-fighting force more powerful than either would alone, Talalay said.

If the tea, which sells for between \$5 and \$6 for a package of 20 bags, does well in Colorado, Brassica chief executive officer Tony Talalay — Paul's son — said the company hopes to take it nationwide.

So why is Colorado the test market?

"It's a good tea market, and there's a lot of interest in unusual, gourmet and health-type teas there," Tony Talalay said.

Colorado already eats up the company's broccoli-sprouts.

"It's one of our best (sprout markets) in terms of per capita consumption," the younger Talalay said. "And we have a very good sprout-grower out there."

In Boulder, of course.

The elder Talalay and his colleagues at Johns Hopkins first attracted attention in 1992 when they identified a connection between

Please see TEA on 24A



24A

Antioxidant tea

Product: Brassica
Teas

Ingredients: A combination of black and green tea and sulforaphane, a substance found in broccoli.

Properties: Johns Hopkins University researchers say the teas can help prevent Alzheimer's, heart disease and some forms of cancer.

Cost: \$5-\$6 for a package of 20 bags

How to get it: Available through Wild Oats and Vitamin Cottage stores in Colorado. Phone 800-747-0021 or visit www.broccitea.com



The Denver Post: Karl Gering

THE DENVER POST

Thursday, March 7, 2002

Cancer researchers brew up broccoli tea

TEA from Page 1A

estling lots of cruciferous vegetables — like cabbage, cauliflower, Brussels sprouts and, of course, broccoli — and reduced cancer risk.

The cancer-fighting chemical in those vegetables, Talalay concluded, is sulforaphane.

Problem was, the amount of that chemical varied wildly from one broccoli plant to another.

So Talalay and his partner, Jed Fahey, a Johns Hopkins pharmacology researcher, decided to harvest the compound from broccoli and mold it in a concentrated dose with alfalfa sprouts.

They formed Brassica Protection Products, in partnership with Johns Hopkins University, to distribute their cancer-fighting products. The younger Talalay said that

We're often taking our basic observations about foods as they relate to cancer and making guesses . . . thinking that it's going to be preventive and then being disappointed when it doesn't work or worse.

Dr. Tim Byers

cancer researcher, University of Colorado

a percentage of the profits goes back to the university for research.

Paul Talalay is a passionate proponent of fighting cancers before they start.

By the time they're detected, most cancers have been forming

for years, he said. "It's much easier to interrupt the development process and even to reverse it" than to kill a full-blown tumor.

One-third of cancers, he said, could be avoided by changes in diet.

But Dr. Tim Byers, a cancer researcher at the University of Colorado, pointed out that "miracle foods" pop up regularly, often to have their curative powers disproved later.

"We're often taking our basic observations about foods as they relate to cancer and making guesses about what compounds may be accountable for that and then giving that compound to lab animals or people thinking that it's going to be preventive and then being disappointed when it doesn't work or worse," Byers said. "My advice on dietary supplements is not to take any of them in high doses."

Not to worry, Talalay says. He recommends that for maximum benefit, people eat a couple of ounces of broccoli two or three times a week. And "you get that amount in one tea bag," he said.



Brassica Tea Marketing 2005

Consumer Product Sampling



Use Media Coverage for Internal PR

- Share news clips with key stakeholders
- Include news clips in newsletters & presentations
 - Employees are interested/proud when company is highlighted in the news.

When to use Advertising

- Sustain a product after launch
 - Advertising is often used once a product has been launched with PR.
 - Paid advertisements can support and remind customers about a product after the news interest has died down.
 - Promotions and Special events
 - Product sampling at special events with high consumer traffic also supports a launch.
 - One-on-one interaction with consumers helps to connect with target audience.
 - Partner with large companies that already have sampling events.



